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### QUESTION 1

A customer is connecting Sales Cloud with Marketing Cloud. The connection was successful, however, the team is unable to view or sync Sales Cloud objects in Contact Builder.

How should a consultant begin troubleshooting the connection?

- A. Create and send an email in Email Studio to test the connection and validate tracking.
- B. Validate Marketing Cloud and Sales Cloud users have access to the business unit.
- C. Create new Marketing Cloud and Sales Cloud users and perform a new installation.
- D. Validate Marketing Cloud and Sales Cloud permissions for the connecting users.

Correct Answer: D

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### QUESTION 2

For security reasons, Northern Trail Outfitters indicates they cannot store PII directly within their Marketing Cloud account. They are considering implementing Tokenized Sending to pull PII from their data warehouse at send time. They indicate they send several large, time-sensitive emails per year.

Which two considerations should be made about Tokenized Sending? (Choose 2 answers)

- A. Journey Builder Decision Splits provide a method to access data of Tokenized data natively.
- B. Personalization Strings still allow PII to be displayed within an email.
- C. Service Level Agreements for email sends are unsupported with the inclusion of outside servers.
- D. Tokenized Sending should be combined with field-level data encryption for additional security.

Correct Answer: BC

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### QUESTION 3

Which data object should be used in conjunction with data extensions to create an opt- down strategy for customers?

- A. Profile attributes
- B. Preference attributes
- C. Publication Lists
- D. Preference Lists

Correct Answer: C

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#### QUESTION 4

Northern Trail Outfitters wants to import new contacts gathered from an external web form. The entries are being collected at high frequency, potentially thousands per minutes. The data does not need to be immediately ingested into Marketing Cloud as it is used in a daily scheduled automation.

What Should be recommended?

- A. Create this as a Journey Data Source via Journey Builder.
- B. Push each new record into Marketing Cloud vis Platform Event API on form submit.
- C. Perform a daily bulk export to SFTP for import via Automation.
- D. Recreate this external web form inside Marketing Cloud.

Correct Answer: C

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#### QUESTION 5

Northern Trail Outfitters wants to import their Sales Cloud data into Marketing Cloud to leverage it within Journey Builder. They have approximately 10 million customers and the data needs to be available with a delay of no more than 30 minutes. Only customers where the consent checkbox is selected in Sales Cloud should be imported, which represents approximately half of their customer database

What should they implement?

- A. All Subscribers, since these are synchronized in real time
- B. Import from Salesforce Report in Automation Studio
- C. Event Data from the Entry Event in Journey Builder
- D. Synchronized Data Extensions with a filter

Correct Answer: D

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